

EXECUTIVE SUMMARY

BACKGROUND ON THE PHILIPPINE BROADCAST INDUSTRY

Industry Profile

The broadcast industry belongs to the communications sector. Gross value added at current prices of the sector in 1986 was 7.3 billion or one per cent of gross national product. Although general economic performance began to improve in 1986 and 1987, the communications sector responded to the favorable business climate only in 1988 when it recorded a growth of 4.2 per cent. For the first half of 1989, the sector grew by 8.1 per cent.

LIST OF APPENDICES

<u>Appendix No.</u>	<u>Title</u>
1	Profile of Major Radio and Television Networks
2	List of Television and Radio Stations in the National Capital Region: 1989
3	List of Existing Cable Television Stations and Operators: 1989
4	Equipment Brands Used by Selected Networks
5	Value of Philippine Imports of Broadcast Equipment and Accessories: 1987-88
6	Profile of Major Local Distributors of Imported Broadcast Equipment

The television broadcast industry is comprised of five networks all based in Metro Manila: ABS-CBN which operates Channel 2; People's Television, a government-owned network which operates Channel 4; GMA-Television Arts which operates Channel 7; Kapisan Broadcasting System which operates Channel 9; and Intercontinental Broadcasting Company which operates Channel 13. These networks own relay stations strategically located in various parts of the country. They also operate a number of radio stations.

At present, there are a total of 82 TV stations, 40 (46.8%) of which are originating stations and 42 (51.2%) are relay/translator stations. Fifty-two TV stations are commercial while 30 are noncommercial.